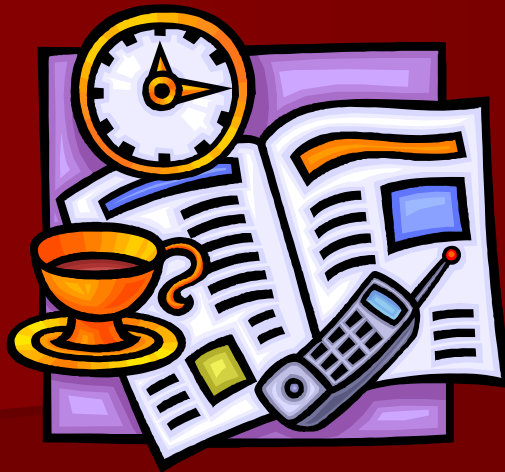
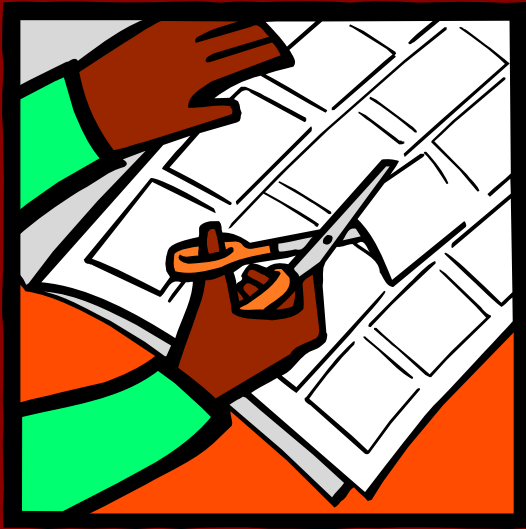


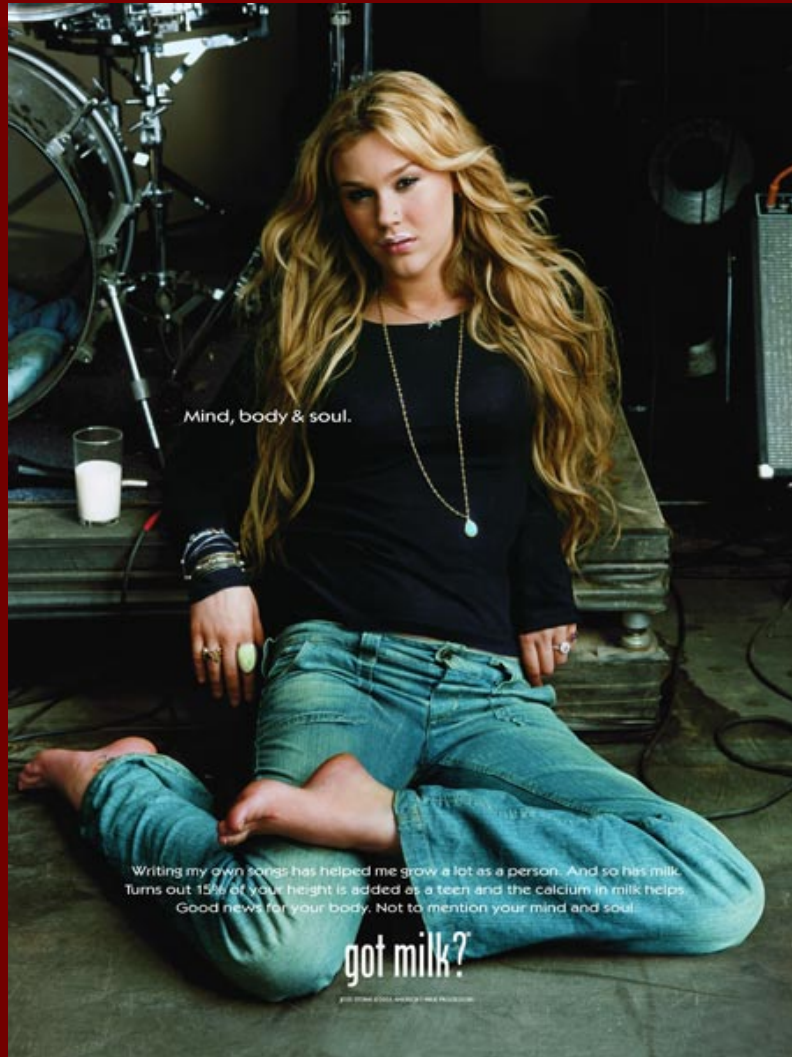
Promotional Mix

Chapter 17.1



What is promotion?

- Any form of communication a business or organization uses to inform, persuade, or remind people about its products.



The **Promotional Mix** is a combination of the different types of promotion.

The Coca-Cola Company



Two types of promotion

■ Product Promotion

- Type of promotion that a business uses to convince potential customers to buy products from them and not their competitors.

■ Institutional Promotion

- Type of promotion that a business uses to create a favorable image for itself.

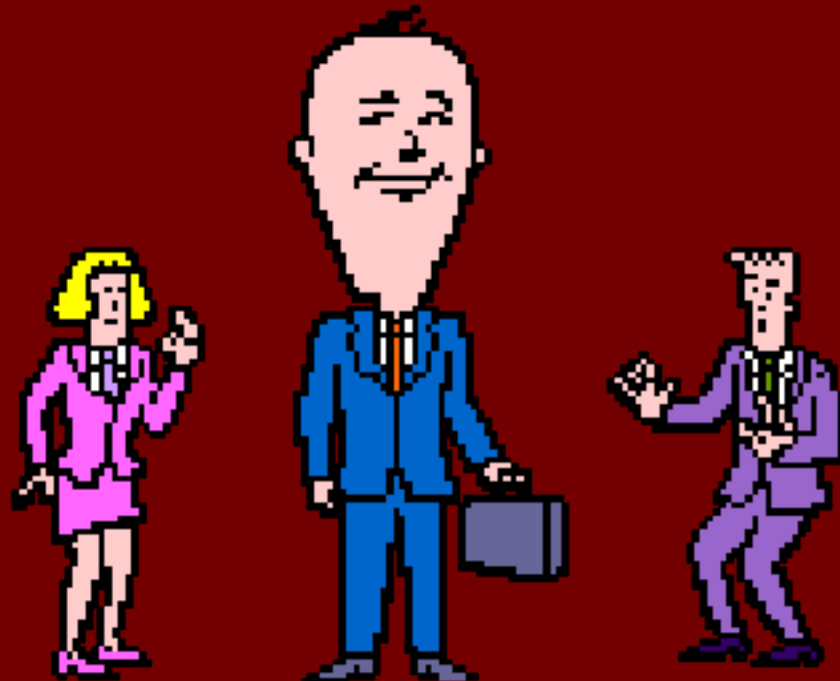
Four basic types of promotion....

- Personal selling
- Advertising
- Sales promotion
- Public relations

What is the largest form of promotion?

■ Personal Selling!

- This type of promotion requires **contact with potential buyers**



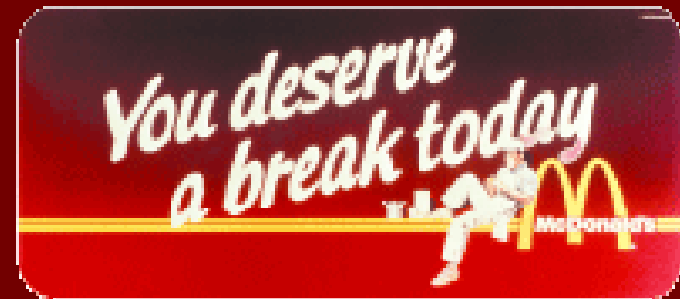
Advertising....

- Any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor.



Sales Promotion

- All marketing activities, other than personal selling, advertising, and public relations is called....



Public Relations

- Any activity designed to create a favorable image toward a business, its products or its policies.



Publicity

- A specific kind of public relations that involves placing positive and newsworthy information about a business, its products, or its policies in the media is called.....



Publicity

- Advantage...
 - It is free!
- Disadvantage.....
 - Its contents cannot be controlled by the business



Principal function of publicity...

- Building an image

Special Benefits
Make Your Vacation
More Relaxing & Magical



What do they do?

- Advertising

- Creates awareness of a business's product

- Public Relations

- Creates a favorable image for the business itself

- Sales Promotion

- Efforts stimulate sales

- Personal Selling

- Builds on all of the other efforts by helping customers complete the sale

Marketing Department

- Establishes a promotion budget
- Allocates resources
- Coordinates the campaign
- Determines the right promotional mix for the company

McDonald's Press Release 08/31/2005

McDonald's Names Mary Dillon as Global Chief Marketing Officer

OAK BROOK, IL -- McDonald's Corporation today announced that Mary Dillon has been named Executive Vice President and Global Chief Marketing Officer for the company, succeeding Larry Light, who will retire at the end of this year.

Dillon, 44, is currently President of Quaker Foods, a Chicago-based division of PepsiCo Corporation.

She will assume her global responsibilities as McDonald's marketing leader effective October 3rd, reporting to Mike Roberts, McDonald's President and Chief Operating Officer.

In making the announcement, Jim Skinner, McDonald's Chief Executive Officer, said, "Mary Dillon is an extremely talented executive who brings a remarkable combination of marketing and general management expertise to McDonald's. Mary will add energetic leadership and creative thinking to a global marketing team that continues to deepen relationships with our customers. Mike and I are very confident that Mary has both the skills and the determination to lead our global marketing and brand management to an important new level."

In accepting the post, Dillon said, "This is one of the best marketing jobs in the world, and I am excited and immensely proud to join this world-class team that touches millions of consumers every day. I would like to begin this new role by thanking Larry Light and the entire marketing team for building a tradition of customer relevancy at McDonald's. I will work to continue this record of marketing leadership and build brand strength going forward."



Push Policy

- Promotion policy used only with the next partner in the distribution channel.

Manufacturers PUSH
a product to the
retailers for sale....



Pull Policy

- Promotion policy designed to create consumer interest

When a product is consumer driven or PUSHED into a store....

